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Patents and Trademarks, Washington, D.C. 20231, on:

Date: March 25, 2002

L. U.S MUCHEST

PATENT APPLICATION

Applicant(s):

Chien, et al.

Docket No.: 40655.1300

Serial No.:

09/834,478

Group Art Unit: 2162

Filing Date:

April 13, 2001

Examiner:

TBA

Title

SYSTEM AND METHOD FORConfirmation No.:

2560

USING LOYALTY POINTS

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT PURSUANT TO 37 C.F.R. §§1.97-1.98

Assistant Commissioner of Patents Washington, D.C. 20231

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In accordance with the duty of disclosure under 37 C.F.R. §1.56 and pursuant to 37 C.F.R. §\$1.97-1.98, Applicant hereby notifies the U.S. Patent and Trademark Office of the supplemental documents listed on the attached Form PTO/SB/08A. One copy of each cited document is submitted herewith. Applicant respectfully submits that all pending claims are patentable over the foregoing references, alone or in combination. The Examiner is requested to initial the enclosed Form PTO/SB/08A and return a copy thereof to the undersigned.

The submission of the listed documents is not intended as an admission that any such documents constitute prior art against the claims of the present application. Applicant reserves the right to dispute the listed documents as prior art during examination. Further, Applicant does not waive any right to take any action that would

Serial No.: 09/834,478

Docket No.: 40655.1300

be appropriate to antedate or otherwise remove the listed documents as a competent

reference against the claims of the present application. Furthermore, the submission of

this Supplemental Information Disclosure Statement is not to be construed as a

representation that a search has been made or that no other material information may

exist.

As this Supplemental Information Disclosure Statement is being filed in

compliance with 37 C.F.R. §1.97(e)(1): I hereby certify that each item of information

contained in this Supplemental Information Disclosure Statement was cited in a

communication from a foreign patent office in a counterpart foreign application not more

than three months prior to the filing of this Supplemental Information Disclosure

Statement, and also pursuant to 37 C.F.R. §1.97(b)(3), prior to the issuance of the first

No filing fee is required, however, the Assistant Office Action on the merits.

Commissioner is hereby authorized to charge Deposit Account No. 19-2814 for any

deficiency in the fees should they be required for the filing of this Supplemental

Information Disclosure Statement, for which purpose a duplicate copy of this sheet

is enclosed.

Respectfully submitt

Dated: March 25, 2002

Howard L. Sobelman

Keg. No. 39,038

Enclosures: PTO/SB/08A

Patent copies

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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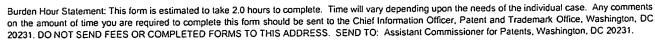
Complete if Known		
Application Number	09/834,478	
Filing Date	April 13, 2001	
First Named Inventor	Emily Chien	
Art Unit	2162	
Examiner Name	TBA	
Attorney Docket Number	40655.1300	

1 7				U.S. PA1	TENT DOCUMENTS	
Examiner Initials	Cite No.1	Document Number	Number Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Examiner Initials*	Cite No.1	Office	Foreign Patent Do Number4	ocument Kind ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at <u>www.uspto.gov</u> or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. Applicant is to place a check mark here if English language Translation is attached.



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				Application Number	09/834,478		
INF	ORMATI	ON DIS	SCLOSURE	Filing Date	April 13, 2001		
STATEMENT BY APPLICANT		First Named Inventor	Emily Chien				
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	(use as ma	ny sheets a	as necessary)	Examiner Name	TBA		
Sheet	2	of	2	Attorney Docket Number	40655.1300		

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the Cite item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), No.1 publisher, city and/or country where published. nitials' FALLON: "UK Retailers' Loyal Customer 'Card Wars' Prove Costly (Most major retailers in the UK have grown their sales over the past 2 years by launching loyalty-card programs)"; Supermarket News, 05 May 1997; vol. 47, no. 18, page 57 COPY OF PAPERS **ORIGINALLY FILED** RECEIVED MAY 0.4 2002 'GROUP 3600

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